



EXECUTIVE BRIEFING:  
**ADVERTISING TECHNOLOGY  
PURCHASE GUIDELINES**

MARCH 2018



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# THANK YOU TO OUR CONTRIBUTORS

The IAB would like to thank the Executive Technology Council and, in particular, the following contributory participants for taking the time to assist in the creation of these guidelines.



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# EXECUTIVE SUMMARY

Technology is essential to the proper functioning of digital advertising, but it is only a tool. It can't single-handedly ensure effectiveness. To optimise your technology investments, your company must ask the right questions about the technology you are about to purchase. And in asking those questions, there is no template for today's data-driven scenarios we are planning for, so transparency and knowledge sharing are a must.

For that purpose, IAB Australia has created these guidelines. If you are instigating an RFI (request for information) or RFP (request for proposal) process with potential vendors: start here, with questions that explore key aspects of each piece of ad technology.

The IAB Community — publishers, agencies, advertisers, marketers, trading desks, verification partners and technology suppliers — worked together to prepare and proof this document. It provides perspective from the entire advertising tech ecosystem.

As a first step in technology purchase, whether you are a publisher, marketer or any company in between, you need a clear picture of your business requirements. What are the objectives, the associated costs and the resources you need with this technology purchase? Asking these types of questions must be your starting point. Speak to as many different divisions of the company as possible about your whole-of-business requirements to troubleshoot in advance and allow you to deliver success-by-design technology. This process of inquiry will save you money in the long-run – you won't need to rebuild your technology in three years if you make it agile and responsive now.

Post-implementation, ensure that your measurable outcomes and plans remain flexible and adaptive in these ever-changing times.

In this guide we approach each of the technologies in turn, helping you stay informed in making the best decisions to set your business up for future success. We hope it is useful.



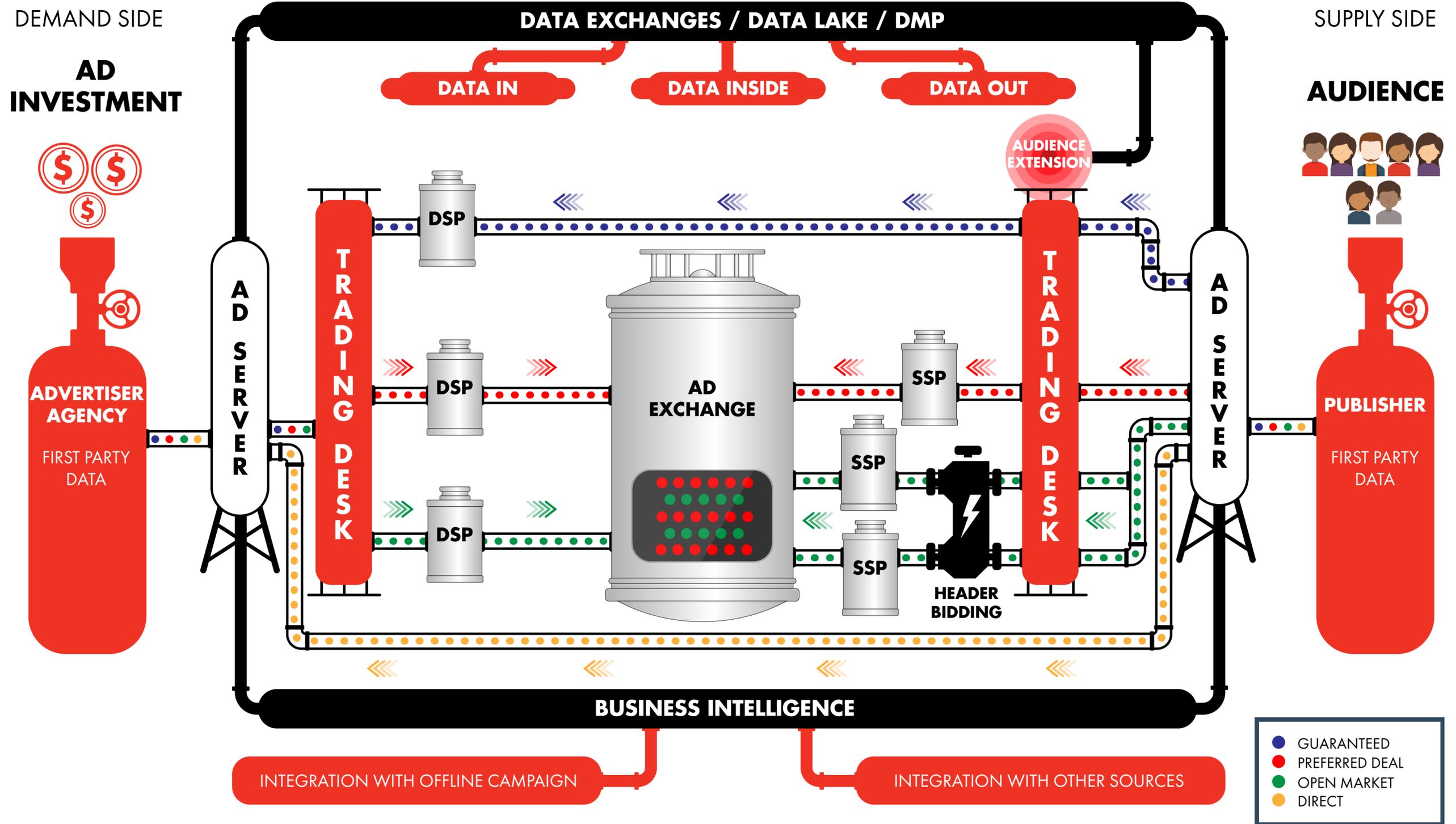
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# DIGITAL ADVERTISING ECOSYSTEM OVERVIEW



# 3 AD TECHNOLOGY SERIES

The types of services in the ad technology supply chain can be categorised based on the technologies or services that they provide:

- 1 Core ad technology (costs of doing business):** There are several core technology services that are standard costs of doing business. They can be thought of as foundational technologies that are necessary to transact programmatically. Primary examples include ad serving, demand-side platforms and supply-side platforms.
- 2 Management services:** Management services have been developed to address buy- or supply-side technology and proficiency gaps. They often include access to programmatic resources, proprietary tools and specialist campaign managers. Management services are most often used by advertisers or publishers who prefer to outsource programmatic activity or don't have the resources to build internal capabilities.
- 3 Audience addressability needs:** The ability of programmatic tools to evaluate and make decisions on individual impressions, based on audience and/or optimisation goals, has facilitated dozens of specialist services that provide audience targeting or segmentation. Examples include third-party data providers and Data Management Platforms (DMPs) / Customer Data Platforms (CDPs).
- 4 Inventory verification:** Inventory quality concerns — specifically as it relates to brand safety, viewability and fraud — has created a need to verify inventory delivery. Recent accreditation of verification tools by industry bodies has facilitated adoption by practitioners and allowed advertisers and publishers to report and transact on verified impressions instead of overall impression delivery.

## Overview of Core Ad Technology Value Layers

Service	Value	Cost Model	Payer	
<b>Advertiser Ad Serving</b>	Technology that provides centralised storage, tracking, and delivery of media campaign assets.	CPM	Advertiser	Advertiser
<b>Verification</b>	3rd party technology intended to measure on target delivery, viewability, brand safety, or fraud. Often but not necessarily the same provider of pre-bid and post-bid tools.	CPM	Advertiser	
<b>Demand-Side Platform (DSP)</b>	Software used to access and decision against publisher inventory. Other functions usually include bundled bidding algorithms / optimisation techniques, 3rd and 1st party data integrations, tagging and attribution functionality and media delivery reporting.	CPM, % Media	Advertiser	
<b>Data Management Platform (DMP)</b>	Technology service that allows operators to aggregate and normalise disparate data sets for advanced campaign analytics / reporting.	CPM, Flat Fee	Advertiser, Publisher	Publisher
<b>Publisher Ad Serving</b>	Software to manage advertiser creative tags and delivery priority amongst many advertisers.	CPM	Publisher	
<b>Sell-Side Platform (SSP)</b>	Software used by publishers to aggregate, consolidate, and manage available demand sources and exchange inventory. Sometimes includes ad serving functionality.	% Media	Publisher	
<b>Verification</b>	3rd party technology intended to measure on target delivery, viewability, brand safety, or fraud. Often but not necessarily the same provider of pre-bid and post-bid tools.	CPM	Publisher	

# 4 AD TECHNOLOGY SERIES – SUPPLY-SIDE SUPPLY-SIDE PLATFORM

In simple terms, a Supply-Side Platform (SSP) and dedicated exchange technology vendors allow a publisher to sell digital ad impressions via automated auctions. SSPs allow a publisher to connect to a huge range of potential buyers by connecting inventory to buying platforms called DSPs (Demand-Side Platforms) via an ad exchange. The desired outcome being that publishers can manage inventory, revenue and sell through to ultimately try get the highest CPM (cost per mille) yield for all of their ads, often in conjunction with direct sold campaigns delivered via ad-servers.

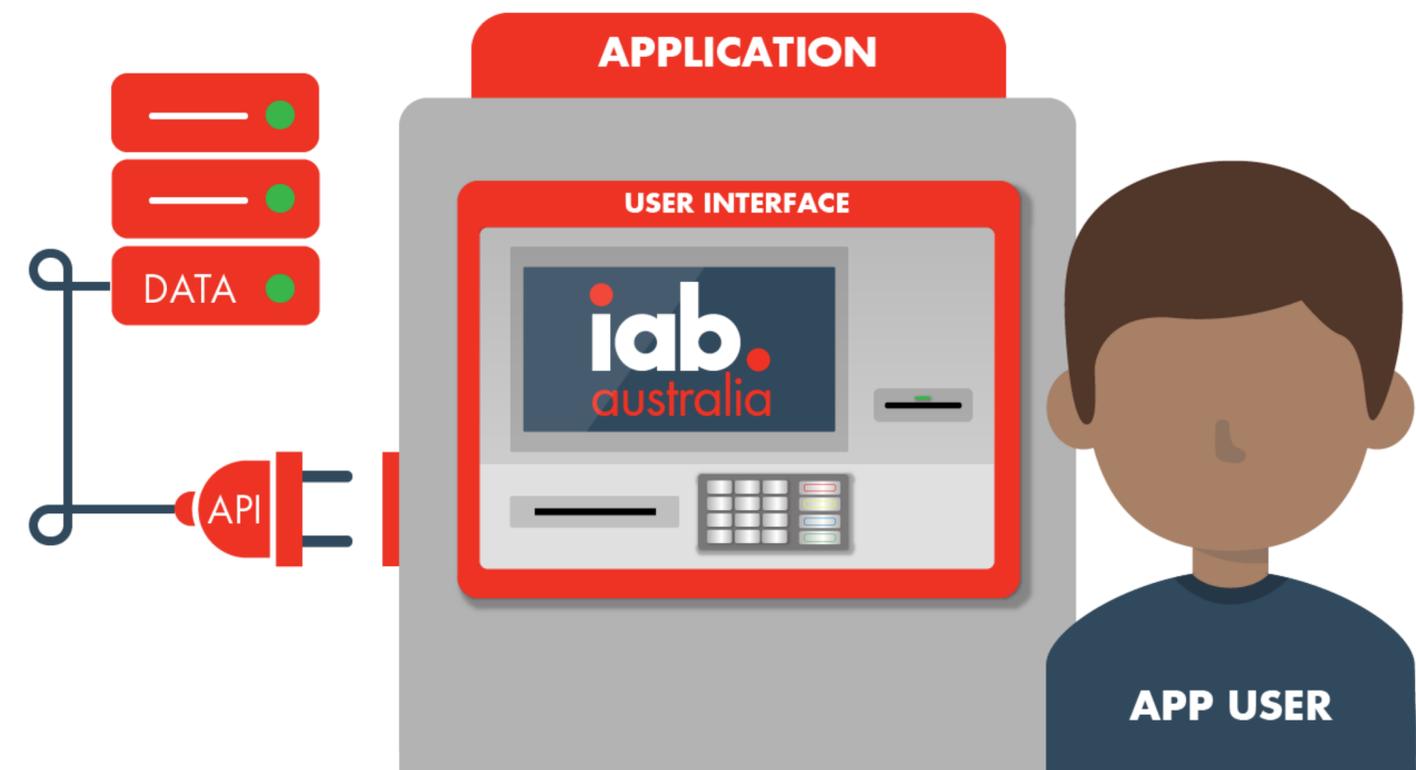
Publishers can also set price floors (the minimum price a publisher will accept for an impression), create guaranteed deals and define a wide range of very simple rules around which advertisers or buyers can (and cannot) purchase their inventory and at what minimum price.

### Access to interface

The usability of the platform via an interface is important as well as the option of utilising an API. An API (Application Programming Interface) is an interface that any software will use to access whatever capabilities it needs from another platform: data, server software or other applications. Before you consider purchasing SSP technology, ensure it has robust, modular APIs to allow your business to evolve independently. “Robust” in this context means that an API has a full selection of subroutines that you can use to do anything you might need to. Another way to ask for the APIs you need is to ensure it is “full-featured” or “extensive”.

For SSPs the most prevalent API product is header bidding, on which more can be found in the next section.

## APPLICATION PROGRAMMING INTERFACE



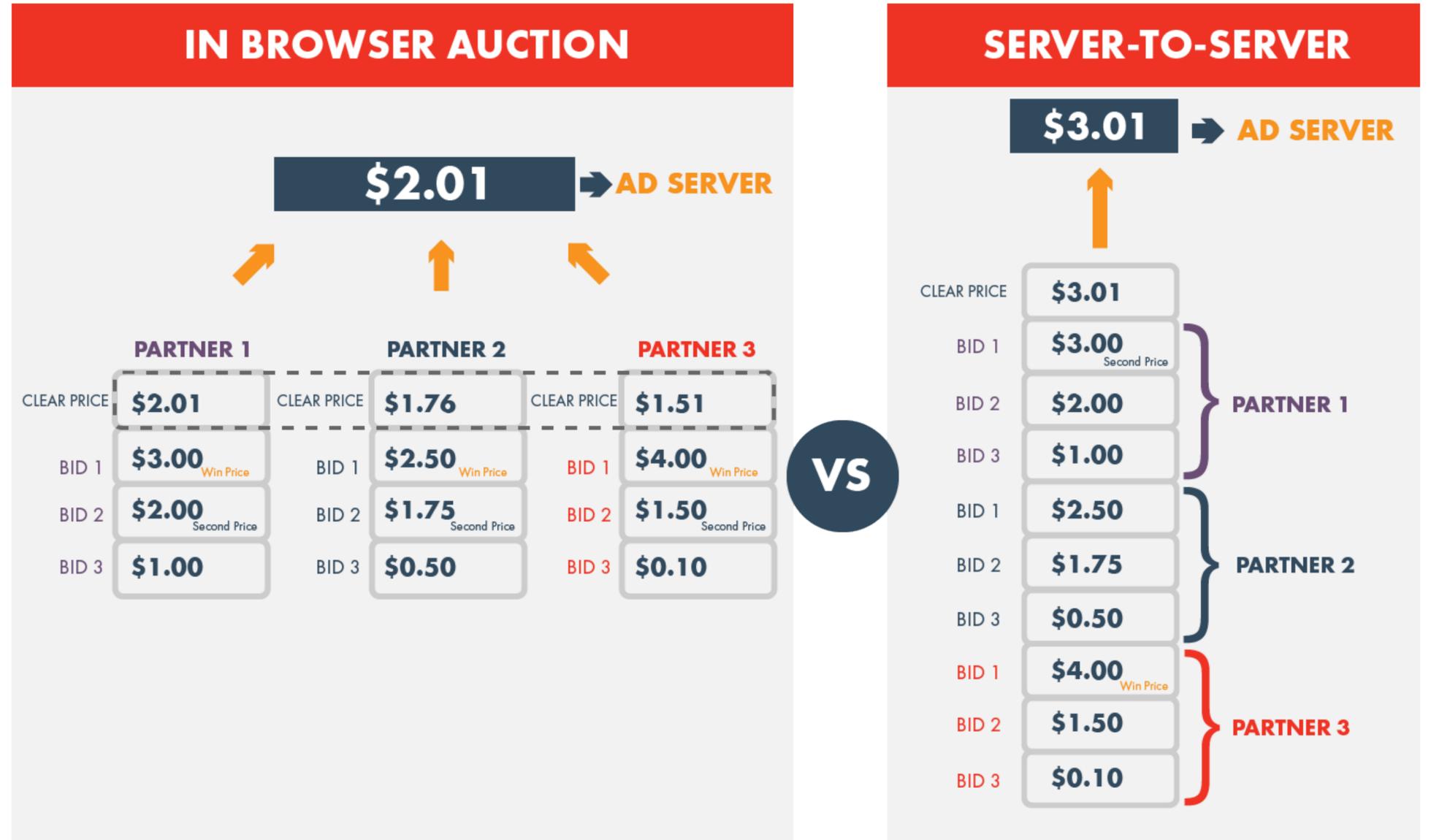
# 4 SUPPLY-SIDE PLATFORM

## HEADER BIDDING

Publishers have traditionally worked with only one major exchange when offering out inventory for auction via real-time bidding. It's essentially the same as having your product available for sale (at the highest price offered) in only one shop window. Header bidding (or pre-bidding) allows publishers to offer their inventory to multiple ad exchanges simultaneously. The increased demand results in an increase in their yield for the products being offered for sale as well as higher sell-throughs overall.

However, the additional efforts within the browser to match all the ever-increasing resulting bids put an additional strain on site page loads and requires extra effort from the incumbent ad-server delivering the winning ads cleanly on the pages. Vendors therefore produced “wrappers” that help publishers manage the page integration of all of their various header-based bid partners on the page. This cleaned up the related admin, but not necessarily the site speed and the resulting negative consumer experience.

Hence the current evolution of server-to-server bidding. This ensures that only one call is made out from a publisher page and the multiple-action process happens on a vendor's server externally before being passed back to the publisher. More bidders can now access the inventory on offer without impacting site speeds and the resulting user experiences. See the “In Browser Auction” and the “Server-to-Server” images opposite for a visualization of this process.



## 4 SUPPLY-SIDE PLATFORM

### Self-service

Be aware that all major SSPs will provide a self-service interface so as to allow clients to manage their inventory, set up appropriate rules and price floors against the demand that is coming in, and to run reports. It's a critical part of the service when selecting an SSP and also is a crucial reason why you as the purchaser need to ensure you have appropriate training to run the product to meet your needs.

### Brand safety and quality

The SSP should be able to send you a list of technology partners that they are integrated with. When you purchase an SSP demand inventory quality and brand safety. Are these integrations at scale and high quality? A crowded and fragmented digital space combined with vast inventory options means you must enlist a vendor who continuously looks for quality inventory and clarity on the metrics and tools that will ensure their advertising performs at optimal levels and is seen by its target audience when served through the technology platforms.

### Local support

Does the SSP have boots on the ground in your local market? This is a key consideration when you need to deliver a project to time and be able to work on projects in real time. Ensure you can meet your technology experts and relevant contacts within the technology company face-to-face on a regular basis.

### Transparency

Suppliers are taking the initiative to increase transparency around auction dynamics as well as on key issues such as supply chain integrity and fees. Work with an SSP that backs transparency and is open to having a conversation about transparency. For example: Is the SSP open to having a conversation about rates, as well as inventory sources?

### Market position of vendor

The ad stack is a collection of tools and services that allow a company to provide all advertising-related services to advertisers. The ad stack allows an advertiser to reach the users directly via one single platform. When looking for an SSP, ask whether the technology is part of a full-stack solution (i.e. an ad server) or is it a supply-side only platform? If it is a full-stack solution, get a full explanation of the products and rate positions for both sides — buy and sell — of the technology.

### Vision - what's the vendor's roadmap?

Look at what's coming for the next four quarters for your SSP technology. Look at what's been delivered previously. Look at two- to five-year vision.

### Support

You are seeking a partner with good resources in these areas that can resolve problems locally, rather than just passing support tickets to an HQ abroad.

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“ You need to understand the structure of the company locally and globally. How much IP sits locally in terms of product, tech and strategy? ”

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### Investing in the APAC market

Some vendors will have global a HQ and if you partner with such a vendor you must ensure they have distributed good resources in your local market. This will mean you can resolve problems locally and with speed, rather than just passing support tickets to an HQ abroad.

Additionally, being a genuine business partner will involve sharing strategy, product insights and establishing new and joint commercial connections with the local and global industry.

## 4 SUPPLY-SIDE PLATFORM

### Long-term viability

Look for an open source wrapper to ensure long-term viability. Also look for one that allows for analytics and reporting. If a publisher is deploying a wrapper (they definitely should be), is that wrapper Open Source so that they know that the auction is fair? Will they be supported by the SSP in the deployment?

### Legal

If you are implementing a service-level agreement when purchasing SSP technology make sure you consider up-time guarantees, availability (99.9% uptime is the accepted industry default for commercial services) and resolution times for escalations. Also consider: definitions of incidents impact or severity; maintenance window and notifications; escalations; rebates for services level failure; termination for non-delivery; and handling process for any security breaches.



## AD TECHNOLOGY SERIES – SUPPLY-SIDE / BUY-SIDE

# DATA MANAGEMENT PLATFORM

Data Management Platforms (DMPs) support Web display advertising by maintaining the collection of web browser cookies with attributes such as interests, demographics and behaviours. Users select sets of cookies with desired attributes and send them to advertising platforms to deliver ads against those cookies when they appear on a site.

### WHAT TO LOOK FOR WHEN PURCHASING DMP TECHNOLOGY

#### Retargeting

Does your DMP offer the ability to quickly and easily build customised retargeting campaigns based on specific activities and behaviours a consumer has taken online or offline on any device?

#### Local support

The purchase of DMP technology is not a one-off decision, it's a journey. Work with a team that will provide consistent support throughout DMP implementation and beyond.

#### Audience building

Does your DMP allow you to build complex audiences by selecting the desired demographics, content consumption, interests and actions? Can you layer in third-party data to scale an audience? Will the DMP forecast available uniques and opportunities by the audience selected?

### DMP IN THE REAL WORLD

*Carsales.com.au's* director of media and OEM, Anthony Saines, said the company started working with DMP vendor, Krux, because it needed to know more about its digital audience.

The organisation also wanted to best manage and segment data to target prospects on owned websites, but also target those people on external sites.

Eighty percent of Australians looking for a car are coming through the *carsales.com.au* websites, often many times.

“People are buying or selling, looking at new versus used vehicles, then there are those wanting family versus sports cars, or sedans versus a midlife-crisis Porsche. It wasn't enough to say we have car buyers, we needed to segment our audience to a far greater degree” said Saines.

“For us, that six to twelve weeks when you're really hot and open to influence is the point where we need to touch those prospects many times,” Saines said. “When they're on our site, we know a lot about them and can push commercial messages on behalf of ourselves and our advertisers. But even when they go off and check news or weather on the wider Internet, they're still open to influence on buying a car.”

For *carsales.com.au* the purchase of a DMP was about how to connect with people off network and retarget them either on behalf of the company or for their ad partners.


 The logo for carsales.com.au features a stylized blue wave above the text 'carsales.com.au' in a bold, black, sans-serif font.

## 5 DATA MANAGEMENT PLATFORM

Can your DMP aggregate and organise your first-party data from any source — online, offline, CRM (Customer Relationship Management system), registration lists, mobile and even TV? Is it possible to adjust the “hierarchy” of sources as you see fit, or do you need to get support involved? Can you create parent/child accounts if you are managing multiple sets of data?

- Ask your vendor to describe the elements involved in determining audience segment and structure, as well as the level of support provided.
- Ask the vendor to identify various metrics that can be taken into account when bucketing cookies (e.g. age, gender, household income (HHI), geolocational, number of impressions, etc.)

### Integrations

How many integrations with publishers and DSPs does your DMP have? Do you have any existing agreements with any DSP and exchanges? Are there any preferential contracts and/or requirements?

### Data transference

Detail how data is passed to and from other vendors and platforms (does the DMP provider use an API, cookie sync, bulk file, etc).

### Access

Specify how your DMP access structure is set up and what protection you have in place for first-party data access and restriction. Also, describe what process you have in place to prevent a breach into a client’s system? And any specific measures that are taken to avoid this?

### Prospecting

Can you purchase third-party audience data to achieve higher precision and scale to reach the right audience? Is this a seamless process that can be achieved directly in the platform? How many data partners does the DMP have and what is the reach available per country and per vertical? What is the split between desktop and mobile ID profiles? Also, ask the vendor to list the third-party data sources you access?

- List the data elements included in each of those third-party data sources.
- Describe the contractual obligations you have in place with these third parties.
- Describe the contractual provision that ensures access to third-party data can be shared.

### First-party data access

Ask the vendor to describe what type of first-party data the technology can intake and what methods are in place to ensure the data is not (i) individually identifiable, and (ii) does not target minors (below 18 years). This is particularly important because at its core, DMPs are repositories of online consumer-behaviour data. They play a key role in building a qualified audience by linking first- and third-party behavioural data to be against other sources (such as CRM data). It is therefore critical that you have a clear understanding of how the DMP will intake the first-party data.

### Accessibility

Ask the vendor to describe what is included in the technology’s user interface. Ask for confirmation on

whether the following elements exist: viewing available datasets/attributes; executing campaign management functions (e.g. the selection and deployment of those datasets); and running analytical models

### Reporting

How often are the reporting servers refreshed with updated reach/frequency/impression/click data? Is it near real-time (i.e. 15 minutes delayed) or done via an overnight batch (i.e. 24 hours delayed)?

### Tag management capabilities

Does your platform have container tag capabilities? Tagging a site is adding some script tags to the head, body or footer of a site.



# 5 DATA MANAGEMENT PLATFORM

## Legal

If you are implementing a service-level agreement when purchasing DMP technology, make sure you consider: up-time guarantees; availability (99.9% uptime is the accepted industry default for commercial services); and resolution times for escalations. Also consider: definitions of incidents impact or severity; maintenance window and notifications; escalations; rebates for services-level failure; termination for non-delivery; and handling process for any security breaches.

## Training

If service and education are important to you, make sure you will have a strong implementation team, excellent training resources, thorough documentation, and ongoing service and support to get the most from your platform. What training is provided to ensure you, — the buyer — understands the DMP?

- If training sessions are provided, how many people per session?
- What is the format (i.e. webinar or on site)?
- What are the limitations of the training?

## Privacy

Identify who is responsible for personal information in your company and ensure that the assigned person is involved in building the appropriate data-privacy safety mechanisms and capabilities into your ad technology at the time of purchase. Your business needs to identify the chain of responsibility and reporting lines around the use of personal data and the first place to start in this regard will be the technology which is collating,

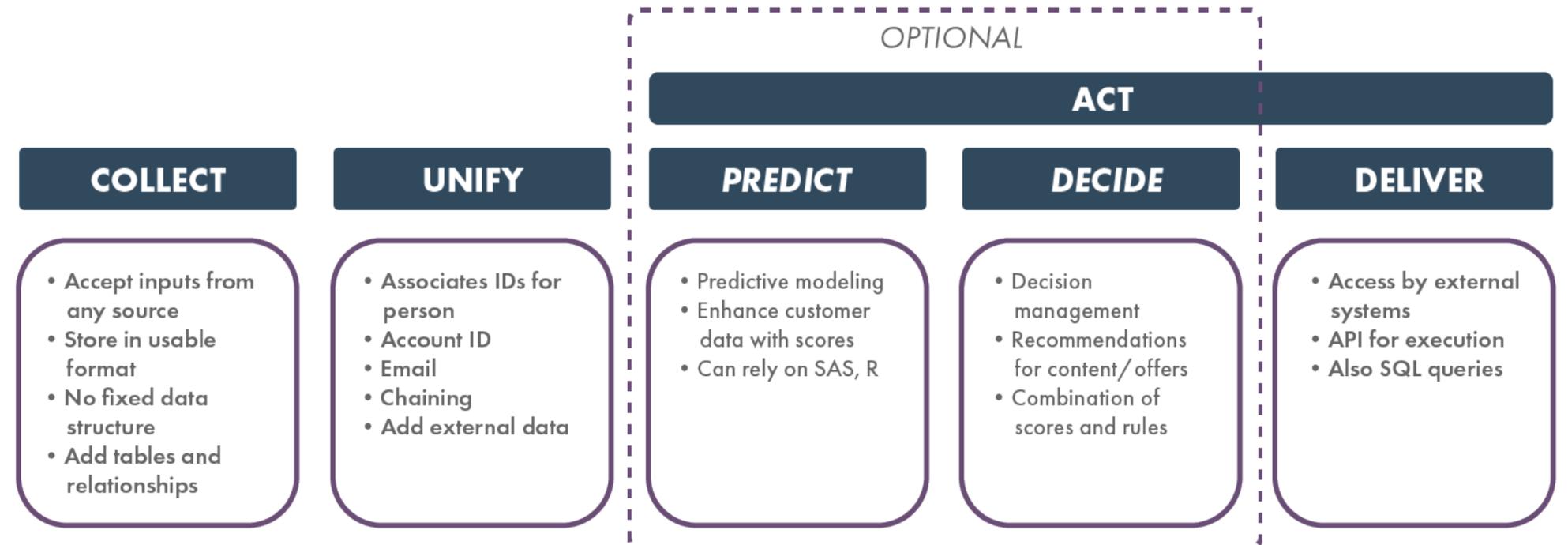
collecting, storing and potentially transporting that data — this will often be a DMP. For more information on both the General Data Protection Regulation (GDPR) and data breach laws relating to how you handle personal data, please see the IAB website [regulatory page](#).

## What about Customer Data Platforms (CDP) and identity management vendors?

Whilst some DMPs have added functionalities, the general key differences with larger scale CDP's and identity management platforms are that with a DMP all cookies are anonymous. Meanwhile records within a CDP are linked to identified individuals and can be aggregated from both online and offline sources. DMP data is a list of attributes which can exist within the larger

environments of a CDP or an identity management solution, as well as simply stand-alone. CDPs store very detailed information on people's profiles and behaviours such as purchase transactions, personally identifiable information (PII) and web behaviours.

DMPs work primarily with data generated from pages of websites, while CDPs nearly always include data from offline systems such as a traditional Customer Relationship Management (CRM) tool and look to authenticate users online to make them addressable via advertising platforms. CRM systems exist primarily to engage with customers. They capture data generated during those engagements but aren't designed to import large volumes of data from other systems. Nor are they built to unify that data by matching different identifiers.



## AD TECHNOLOGY SERIES – BUY-SIDE

# DEMAND-SIDE PLATFORM

A Demand-Side Platform (DSP) is a piece of software used to purchase advertising in an automated way. DSPs are most often used by advertisers and agencies to help them buy display, native, video, mobile, social and search ads. DSPs allow advertisers to buy inventory across a range of publisher sites, targeted to individual user behaviour, action, demographic, location, or previous online activity. Publishers make ad inventory available through ad exchanges and DSPs aggregate these exchanges and automatically decide which impressions make sense for an advertiser to buy. DSPs include much of what ad networks historically provided, including access to inventory and targeting.

### WHAT TO LOOK FOR WHEN PURCHASING DSP TECHNOLOGY

#### Transparency and brand safety

Request full rate-card structure from your DSP vendor to encourage the highest level of transparency is provided by the vendor. Do the rates rely on minimum spend levels? Are their rates commission-based, or are the rates based on access/tech fee? Rather than just assign budget, actively interrogate the rate card structure which the vendor will provide to you.

Ask if the vendor is 100 percent transparent. What is their position on brand safety and viewability? Does the technology offer in-built brand safety controls, are they

### DSP IN THE REAL WORLD

For technology giant Lenovo, a major investor in advertising, the ultimate goal of bringing programmatic in-house was to own Lenovo's customer data across all segments and business units.



“We wanted to use a hybrid DSP-DMP model to bridge our marketing technology stacks with our advertising technology to get a clearer view of all customers,” said Danielle Uskovic, Head of Digital & Social Marketing at Lenovo (APAC).

The benefits achieved were improved digital supply chain transparency, we forged stronger relationships with publishers and technology vendors, increased my teams digital knowledge and capabilities, improved Lenovo's Advertising effectiveness and overall efficiency, and delivered a better customer experience.

After much consideration, Danielle then made the decision to move to a hybrid model. “Realising that we needed the expertise of a dedicated media agency to run all of our digital marketing on Lenovo's technology stack, freed up the Lenovo team to focus on strategic priorities.”

Lenovo worked with a vendor to bring programmatic in-house over 3 years ago.

According to Danielle “Every client side marketer should equip themselves with the knowledge of how Adtech and Martech works to improve their marketing capabilities.”



**DANIELLE USKOVIC**  
HEAD OF DIGITAL & SOCIAL  
MARKETING  
LENOVO (APAC)

## 6 DEMAND-SIDE PLATFORM

accredited, and by whom? Does the DSP support third-party vendors (if so, ask the vendor to list them), and what is their stance on reimbursement for invalid traffic? How robust are the DSP's "sensitive content category controls" and can they provide an option of excluding certain types of sensitive content from a buy?

### Inventory access

Which ad exchanges does the DSP support? Ask for an indication of the most commonly used ad exchanges the DSP uses in Australia. Is there an option to exclude specific inventory sources? What other inventory sources are available (such as non-exchange, direct buys or SSP)? Does the vendor support Private Marketplace (PMP)?

### Ads.txt

We recommend that all publishers adopt ads.txt – which stands for Authorised Digital Sellers and is a simple, flexible and secure method that publishers and authorised partners can use to publicly declare the companies they have sanctioned to sell their digital inventory via automated solutions. [For more info visit the IAB website to learn more about ads.txt.](#)

A question you must ask at this point of the purchase decision for a DSP, is does your DSP crawl the web for publisher ads.txt files to create a list of authorised sellers for each participating publisher? Does the DSP allow for creation of a filter to match your ads.txt list against the data provided in the OpenRTB (Open Real-Time Bidding) bid request?

### Market position — is it a full stack solution?

When purchasing a DSP take into consideration whether or not it is integrated into a full-stack solution, or else is a stand-alone buy-side only platform.

What we mean by 'full-stack' solution is an integrated solution for both the buying of advertising space (seeking the most efficient purchase price for buying ads) and the selling of advertising space (achieving the highest price for selling ads).

Full-stack solutions appear to be easier to work with, but stand-alone solutions may offer very different features and tools. Always ensure that you get a full explanation of the products and rate positions for both sides of the technology (buy and sell) should you be reviewing full-stack solutions.

### Local service

Does the DSP have boots on the ground in your local market? What is the split between engineering, client service and sales? Are they self-service/tech only or do they offer a managed service?

### Tech – proven

Ask for the company background and history and request two or three references. Is the technology proven? Is the company reputable? Is the company privately held or a public company? Ask for references from the other buyers (agencies, trading desks and client direct) of that technology.

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“Does the DSP support third-party vendors, and what is their stance on reimbursement for invalid traffic? How robust are the DSP's "sensitive content category controls", and can they provide an option of excluding certain types of sensitive content from a buy?”

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## 6 DEMAND-SIDE PLATFORM

### Targeting and formats

Does the DSP support video and what are the supported standards? Does the DSP support VAST 4.0? Does the DSP offer omni-channel reporting? If not, what channels does it support? What creative formats does the DSP support rich media, native, video, audio, mobile, social, and others? Get them to outline targeting options, including first- and third-party data.

### Technology

Does the DSP have robust, modular APIs to allow your business to evolve independently? What other platforms does the DSP integrate with (such as Business Intelligence and DMPs)?

### Optimisation

Many DSPs will have different unique tools and require various levels of competence to be utilised. Ensure that you understand the differences and the levels of complexity, and work closely with the operations team to get their input on capability requirements and the potential training required.

### Roadmap

Look at what's coming for the next four quarters. How often do they release a new feature or product? What is the long-term strategy? Look at what's been delivered previously. Anything that the vendor tells you has been BETA tested should be able to be demonstrated to you when you ask (a beta test is a type of testing period for a product prior to any commercial or official release). Beta testing is considered the last stage of testing and normally involves distributing the product to beta test sites and individual users ("beta testers") outside the company for real-world exposure

### Legal

If you are implementing a service-level agreement when purchasing DSP technology make sure you consider up-time guarantees, availability (99.9% uptime is the accepted industry default for commercial services) and resolution times for escalations. Also consider: definitions of incidents impact or severity; maintenance window and notifications; escalations; rebates for services-level failure; termination for non-delivery; and handling process for any security breaches.

# AD VERIFICATION TECHNOLOGY

Ad verification is a process which attempts to verify that one or more attributes of a served online ad have been executed in a manner consistent with the terms specified by the advertiser or agency and agreed to as part of the ad campaign terms.

Ad verification is supposed to be integrated with every ad network, exchange SSP — basically anyone who sells advertising space online — to provide a safeguard for brands, advertisers and agencies that buy inventory.

*Publishers:* Ad verification technology and services can be used by publishers to provide information and metrics about the supply of inventory on which they run advertising campaigns. Viewability is also important for publishers, as an online advertising metric that aims to track only impressions that can actually be seen by users.

*Advertisers / Agencies:* Ad verification technology and services can be used by advertising agencies to influence buying decisions, provide transparency and measure the compliance level of a campaign to contractual terms.

## Ad Fraud

Is your fraud detection solution Media Rating Council (MRC) accredited for both general IVT (Invalid Traffic)

and SIVT (Sophisticated Invalid Traffic)? IVT consists of non-human traffic, such as bots and spiders (most of which are benevolent and used to index content for search engines) and identified through routine means of filtration executed through application of lists or with other standardized parameter checks. Sophisticated Invalid Traffic, is more often than not generated by criminal behaviours that consists of more difficult to detect situations that require advanced analytics, multi-point corroboration/coordination, significant human intervention, etc., to analyse and identify. The list below contains both and is not necessarily a complete set of definitions.

- Illegal bot/Non-Human Traffic Detection
- Invisible ads detection
- Domain spoofing
- Ad injection
- Incentivised browsing
- Proxy servers
- Hijacked device
- Crawler masquerading as a legitimate user
- Data-centre traffic
- Ad tag hijacking
- Adware traffic
- Proxy traffic
- Browser Re-rendering
- Cookie Stuffing
- Malware
- Hidden Ads
- Ad manipulation

- Falsely represented sites
- Misappropriated content
- Auto re-refresh
- How does your ad-fraud solution deal with/report on data-centre traffic?
- Is your fraud detection solution MRC accredited for both GIVT (General Invalid Traffic) and SIVT (Sophisticated Invalid Traffic)?
- Is your product able to block fraudulent or potentially fraudulent traffic?
- How does the product score or identify traffic that may be fraudulent or potentially fraudulent?

## Brand Safety

- How does your technology assess the brand safety level of a web page? Keywords, metadata, content, semantics, in-bound or out-bound links, etc.
- Does your brand safety technology record brand risk scores at a final URL level or does it aggregate it at a domain/sub-domain level?
- How many categories does your brand safety solution encompass?
- Does your brand safety solution work on closed advertising ecosystems such as YouTube, Facebook and Twitter?

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*IAB Australia will be releasing our Trust and Transparency Toolkit later in the year, follow IAB Australia on [LinkedIn](#) to stay up-to-date on the latest.*

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# 7 AD VERIFICATION TECHNOLOGY

## Viewability

- Does your viewability measurement actively remove fraudulent impressions from your viewability calculation?
- What measurement strategies does your technology use for viewability (i.e. geometric, browser, APIs, etc.)?
- If you have accreditation for mobile in-app viewability, what is the adoption of your software development kit (SDK) within market?
- Do your buy-side and supply-side solutions deliver discrepancy free reporting?
- Does your viewability reporting have the capability to report on both MRC definition and custom viewability metrics?
- Can you report on exposure time?

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*[Download the latest IAB Viewability Update here](#) for the latest viewability industry benchmarks, the four-point checklist for marketers, and viewability principles.*

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## Contextual targeting

Ask your vendor for information on contextual targeting when you purchase a verification tool. A contextual ad system scans the text of a website for keywords and returns ads to the webpage based on what the user is viewing. For example, if the user is viewing a site about sports and the site uses contextual targeting, the user might see ads for sports-related companies, such as ticket sellers. Contextual targeting is also used by search engines to display ads on their search results pages based on what words the user has searched for. (Note: Contextual targeting is different to behavioural targeting which is a technique used by advertisers and publishers to utilise a web user's previous web browsing behaviour and to customise the types of ads they receive. Contextual targeting only uses site keywords to serve ads that align with that page's content, not the user's browsing history.)

## Integrations

- Walled Garden/Proprietary Platform Support.

Please indicate your integrations within the below partners:

	Facebook		Instagram		Facebook Audience Network
	Display	Video	Display	Video	Display
Viewability					
Ad Fraud					
Brand Safety					

	YouTube	Twitter		Yahoo Gemini	Snapchat
	Video	Display	Video	Display	Video
Viewability					
Ad Fraud					
Brand Safety					

## Buying platforms

- What buying platforms are you integrated with?
  - What is the level of these integrations (i.e. data surfaced in buying platforms user interface or pre-bid capabilities)?
- What SSPs are you integrated with?

# 7 AD VERIFICATION TECHNOLOGY

## Company

- What is the ownership structure of your company?
- What is the structure of joint ventures, subsidiaries, partnerships or other relevant relations that will allow you to deliver the complete proposed product/solution?
- Are there any conflicts of interest you want to declare? For example, is your verification technology independent from any potential conflicts of interest such as the selling of media?

## Market Position

- Do your solutions operate on both buy and supply side and if so, what is your market adoption level for the supply side? Please list buy-side and supply-side clients where possible.
- Does your product offer brand safety, viewability and ad fraud? If so is this proprietary technology or do you partner with other companies to deliver this capability? If you partner with another provider to deliver some components of this solution will separate contracts need to be in place with them?
- Does your solution work across both publisher direct and programmatic activity?
- Does your solution have any capabilities to work within closed advertising ecosystems such as social networks?

## Local Service

- What is the size of your local office and what is the breakdown between management, sales, client service and engineering?
- What is your standard Service Level Agreement (SLA) for campaign set up and do you offer self-service capabilities?
- Where are your servers located? Servers should be located as close to the buy- and supply-side servers as possible to minimise latency (latency is an expression of how much time it takes for a packet of data to get from one designated point to another).



## AD VERIFICATION TECHNOLOGY: MRC ACCREDITATION

### MRC ACCREDITATIONS

Please indicate your Media Rating Council (MRC) accreditations under the below categories:

Viewability			Brand Safety	Ad Fraud	
Display	Video	Mobile In-App	Blocking	General Invalid Traffic	Sophisticated Invalid Traffic

### Blocking solution

Some ad verification technology platforms have the capability to block the delivery of ads. This is highly dependent on how the ad verification technology is implemented. Therefore make sure you asked detailed questions:

- Does your blocking functionality block before or after the ad-server call?
- Does your blocking solution actually prevent the ad from hitting the page or does it simply obscure it?
- Does your blocking solution block for ad fraud? Both GIVT and SIVT?
- Does your blocking solution block for geo-compliance?
- Does your blocking solution support keyword lists, white lists, black lists and invisible traffic?
- If you block an ad is the appropriate technology in place to ensure the publisher does not still measure this ad as in view?

### Analytics

Ask your vendor does your solution allow log level data delivery?

- Does this data contain all possible variables or only a selection?

### Decisioning

How is the decisioning done? For example, does the verification tool use algorithms or apply thresholds? Does the tool only flag potentially fraudulent traffic such that human decisioning is then required based on this? Does any decisioning happens in real-time?

### Legal

If you are implementing a service-level agreement when purchasing verification technology make sure you consider: up-time guarantees; availability (99.9% uptime is the accepted industry default for commercial services); and resolution times for escalations. Also consider: definitions of incidents impact or severity; maintenance window and notifications; escalations; redress for services-level failure; termination for non-delivery; and handling process for any security breaches.

#### Accreditation Body



#### Accredited Vendors



AppNexus

MOAT



DoubleClick  
by Google



# AD SERVERS

Ad Servers are technology that serve, track, report and optimise online ads for brands and digital publishers. Used by both buy-side and sell-side, Ad serving companies help make online advertising streamlined allowing operational efficiency and advertising effectiveness. Optionally, it may also incorporate planning, insertion order capabilities for sales and billings capabilities for finance.

## WHAT TO LOOK FOR WHEN PURCHASING AN AD SERVER

### Areas of operation

Outline your areas of operation, server locations, engineering resource, local service and support.

### Quality systems

Outline your system security, industry accreditations and monitoring process.

### Data ownership and storage

Outline data ownership, access, usage and storage.

### Workflow management

Outline your workflow management, system access, hierarchy and change log functionality.

### Product integrations

Is your ad server a standalone product or part of a

suite (exclusive or otherwise)? List any partnerships or unique functionality in relation to integrations.

### Legal

If you are implementing a service level agreement when purchasing an ad server make sure you consider: up-time guarantees; availability (99.9% uptime is the accepted industry default for commercial services); and resolution times for escalations. Also consider: definitions of incidents impact or severity; maintenance window and notifications; escalations; rebates for services-level failure; termination for non-delivery; and handling process for any security breaches.

### Reporting

A critical element of an ad-server's offerings beyond simple decisioning is reporting. The ability to create detailed and easy-to-use reports with broad customisations is critical. Some platforms will have an analytical layer either embedded within the platform itself or else linked via an API. Test the reporting capabilities thoroughly and ensure that they are fit for purpose for the various teams that will create and digest them. Have your ad ops, tech/dev ops, product and sales teams review this for their needs. Also consider reporting top-level numbers to executive teams, external customers and operational logs for operations managers to review staff workloads etc.

## Core functionality

Ask your vendor to complete the below table:

Core Trafficking Function	Capability Detail
Standard/Mobile/Rich & Click	
Cost Tracking	
Reporting	
Attribution	
Delivery Goals & Hard Cut off	
Keyword Targeting	
Priority Options	
Conversion Tags - Type	
Frequency Capping	
Creative Optimisation	
Cross Device	
Audience Lists and Segmentation (A/B Testing)	
Re-Targeting	
Scheduling	
Ad Blocking	
3rd Party Pixels	
Please detail any additional features not included above	

# 8 AD SERVERS: PRICING

## PRICING

Ask your vendor to complete the following tables, and keep in mind there are usually two commercial structures to any such agreement. One with an “all you can eat” structure and another which is a “pay as you go”. The best approach is to consider all the potential variable costs (using the tables provided below) and forecasting usage versus individual costs. Completing the tables will help you make this decision based upon requirements.

Monthly Impressions and Clicks	Rates AUD	Fee Type
	\$0.000	CPM*

Click Tracking	\$0.000	CPC**
Rich Media Impressions		
Video Impressions		
Minimum Fee		
Any other fees please disclose		

\*CPM = Cost Per Thousand

\*\*CPC = Cost Per Click

Service / Data and Consulting	Rates AUD	Fee Type
Setup and Implementation		
DSP Integrations		
Search Integrations		
Viewability Reporting		
Ad Blocking		
Attribution Modelling		
Path to Conversion Reporting		
API Access (Reporting / Trafficking etc - please separate)		
Training and Consultations		
Data Access (Raw data files)		
Any other fees please disclose		

# 9 CONCLUSION

As mentioned in the introduction, the intention of these guidelines is to support business executives — and their procurement and legal teams — that may be relatively new to the ad-technology and to start the review process of procuring advertising technology.

**Whether you are a publisher, marketer or any company in between, you need a clear picture of your business requirements. Here are some must ask questions designed to help you identify the objectives and the resources you need with this technology purchase.**



## THE FIVE MUST ASK QUESTIONS

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- 1** Have you ascertained what success looks like for your organisation in taking on this piece of technology?
  - 2** Has the resulting business plan been collaboratively amplified across your organisation to ensure the engagement of all associated stakeholders?
  - 3** Are you adequately resourced and structured to support the implementation, ongoing usage of and both internal and external communication related to this technology at a strategic/commercial, operational and technical level?
  - 4** Does the vendor offer best-in-class service and support during both implementation as well as on an ongoing basis? Have you done your diligence with testimonials and technical deep-diving with current customers?
  - 5** How much insight into (or even influence on) will you have as a customer into the vendor's product roadmap moving forwards?
- 

As a critical final point: always ensure that you, your business and staff are aware of all current best practices related to privacy compliance throughout the process. Involve your legal department as early as you can, request regular training on this and for more information [review the related resources on all things data \(including GDPR\) on the IAB Australia website](#). Good luck with any related projects and we hope that you find this helpful.



**JONAS JAANIMAGI**  
EXECUTIVE CONSULTANT  
IAB AUSTRALIA

# 10 GLOSSARY

## Ad Server

A web based tool used by publishers, networks and advertisers to help with ad management, campaign management and ad trafficking. An ad server also provides reporting on ads served on the website.

## Ad Stack

Ad stack is a collection of tools and services that allow a company to provide all advertising-related services to advertisers.

## Agency Trading Desk

A team within an ad agency that executes online media buying as a managed service.

## Application Programming Interface (API)

An interface that allows software programs to interact with each other. It defines a set of rules that should be followed by the programs to communicate with each other. APIs generally specify how the routines, data structures, etc. should be defined in order for two applications to communicate. APIs differ in the functionality provided by them.

## Cost per mille (CPM)

Cost per 1000 impressions for digital ads.

## Demand-Side Platform (DSP)

Software used to purchase advertising in an automated fashion, allowing advertisers to buy impressions across a range of publisher sites through ad exchanges.

## Data Management Platform (DMP)

A “data warehouse” used to house and manage cookie IDs and to generate audience segments, which are then used to target specific users with online ads.

## First Party Data

Data directly collected by a brand – typically through e-commerce sites and company websites – about the actions their users take while on that site.

## General Invalid Traffic (GIVT)

Includes traffic identified through routine and list-based means of filtration - such as bots, spiders, other crawlers; non-browser user agent headers; and pre-fetch or browser pre-rendered traffic

## Geotargeting

Showing ads to people based on their mobile device’s location, ZIP code information they submit when registering a site/service or GPS coordinates collected by site/service.

## Open Exchange

An open digital advertising marketplace for aggregated inventory from multiple partners where buyers can bid either manually or programmatically to purchase impressions.

Want to learn more of the common language used in digital advertising? Download the [IAB Australia Digital Advertising Glossaries](#) on our website.



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**Ad Effectiveness Glossary of Terms**  
IAB Ad Effectiveness Council  
June 2017

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IAB Mobile Advertising Council  
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## 10 GLOSSARY

### **OpenRTB**

The OpenRTB protocol (latest version is OpenRTB 3.0) defines the guidelines for Real-Time Bidding (RTB). RTB is a method of transacting media that allows an individual ad impression to be put up for bid in real-time. This is done through a programmatic on-the-spot auction, which is similar to how financial markets operate.

### **Open Source Wrapper**

Open source projects, products, or initiatives embrace and celebrate principles of open exchange, collaborative participation, rapid prototyping, transparency, meritocracy, and community-oriented development. An open source wrapper includes these principles in the wrapper.

### **Programmatic Ad Buying**

The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders.

### **Real-Time Bidding (RTB)**

In short, this is the buying and selling of online ad impressions through real-time auctions that happen within milliseconds (this is where the phrase 'real time' comes into use). Real-Time Bidding (RTB) is

done through a programmatic on-the-spot auction, which is similar to how financial markets operate. RTB allows for Addressable Advertising; the ability to serve ads to consumers directly based on their demographic, psychographic, or behavioural attributes.

### **Software Development Kit (SDK)**

A set of tools that can be used to develop software applications targeting a specific platform. SDKs include tools, libraries, documentation and sample code that would help a programmer to develop an application.

### **Sophisticated Invalid Traffic (SIVT)**

Includes traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content.

### **Supply-Side Platform (SSP)**

Software used to sell advertising in an automated fashion.

### **Third-Party Data**

Information that an established data company collects indirectly or aggregates from others and then sells to ad buyers.

### **VAST 4.0**

The IAB Tech Lab in the U.S. published the [Digital Video Ad Serving Template \(VAST\) 4.0](#) in January 2016 with the aim of helping publishers monetise long-form video content through improved delivery and measurement of digital video advertising. For more information on VAST 4.0 in Australia, [click here](#).

### **Viewability**

A metric that addresses an ad's opportunity to be seen by a viewer

# MORE RESOURCES FROM IAB AUSTRALIA

## Latest Research & Resources

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### Ad Blocking: The Consumer Perspective – Wave 3



This study has been run by IAB Australia and Pureprofile to understand the scale of ad blocking and more importantly help answer “why” consumers are installing blockers on different devices.

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## Latest Podcast on Ad Tech

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### Taxonomy, categorisations & targeting – with June Cheung of Grapeshot



We kick off 2018 with a discussion on programmatic advertising with June Cheung from Grapeshot, getting deep into the roles of categorisations and taxonomy in audience strategies.

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## More on Programmatic

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### IAB Programmatic Playbook – October 2017



As part of our mission to simplify the digital ecosystem, the IAB Programmatic Playbook expands and revisits the simple definitions of programmatic developed in the 2015 Playbook.

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Stay up-to-date with IAB Australia and the work we do to simplify and inspire the digital advertising industry by following us on [LinkedIn](#), [Twitter](#) and [Facebook](#), and [subscribing to our monthly newsletter](#).

